# SOOBIN CHO

✉ soobin30@uw.edu
🌐 5oobin.github.io/website

## RESEARCH INTEREST

Human-Computer Interaction (HCI), Human-AI Interaction (HAX), Human-Agent Interaction (HAI), Social Computing, Computer Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC)

## EDUCATION

**University of Washington**                                    Seattle, WA, USA
Ph.D. in Human Centered Design and Engineering                 Sep 2023 - present
Advisors: Prof. David McDonald and Prof. Mark Zachry

**Seoul National University**                                  Seoul, South Korea
M.S. in Intelligence and Information                           Sep 2019 - Feb 2022
Advisor: Prof. Joongseek Lee

**Thesis:** *Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos*

**Ewha Womans University**                                     Seoul, South Korea
B.A. in International Studies (conc. in Business and Economics)  Mar 2013 - Feb 2019
B.A. in Advertising and Public Relations

## RESEARCH PROJECTS

**Designing a Summary Generation Tool for Discussions in Wikipedia**
*Lead Researcher, University of Washington*                    Nov 2024 - present
Currently developing storyboards and testing LLM prompts and model performance for the design of a summary generation tool.

**Building Design Principles for AI Companions**
*Lead Researcher, University of Washington*                    Jan 2024 - present
Engaged in a collaborative auto-ethnography utilizing AI companions, conducted an intensive literature review, and currently leading the iterative development and evaluation of design principles.

**Investigating Wikipedians' Discourse Comprehension and Perspectives on AI Tools for Discussion Processing**
*Lead Researcher, University of Washington*                    Sep 2023 - Oct 2024
Developed a technology probe using iterative LLM prompting and conducted 14 interviews.
[paper under review]

**Designing to Protect Privacy and Reduce Fear Among Teens on Social Media**
*Research Assistant, University of Washington*                 Nov 2023 - Jan 2024
Assisted in conducting survey research and analyzing interviews, including thematic coding. [f.2]

**Designing a New Video Conferencing Interface for Virtual Studying**
*Lead Researcher, Seoul National University*                   Jan 2022 - Apr 2022
Designed video conferencing interfaces and conducted usability testing with 10 users. [s.6]

**Understanding Co-Studying Activity on Video Conferencing Rooms**
*Lead Researcher, Seoul National University*                   Jan 2021 - Jan 2022
Conducted 42 interviews, a survey with 107 users, and analysis of 464 video screens. [f.1]

**Designing a Knowledge-Sharing Chatbot for a Co-Living Space**
*Lead Researcher, Seoul National University*                   Jul 2020 - Jan 2021
Conducted eight interviews and a co-creation workshop with 15 participants, designed a chatbot prototype, and led a one-week usability case study with 19 users. [s.3, s.5]

### Understanding Single Households' Use of Smart Speakers
*Lead Researcher, Seoul National University*                    Jul 2020 - Jan 2021

Conducted a six-week field study with 19 users, including analysis of 2,491 utterance data. [s.4]

### Investigating Information Needed for Awareness between Remote Workers
*Lead Researcher, Seoul National University*                    Mar 2020 - Jun 2020

Designed a pseudo-service and conducted a one-week usability case study with eight users. [s.2]

### Building a Smart Speaker Application for Classical Music Beginners
*Research Assistant, Seoul National University*                    Sep 2019 - Jan 2020

Assisted conversation design and collected VOCs during a 15-day usability case study with
25 users. [eight media reports]

### Investigating Auditory Cues for Separateness of AI Speaker Services
*Lead Researcher, Seoul National University*                    Oct 2019 - Nov 2019

Designed conversational agent prototypes and conducted usability testing with 10 users. [s.1]

## PUBLICATIONS

PEER-REVIEWED CONFERENCE PROCEEDINGS (FULL PAPERS)

[f.2] JaeWon Kim, **Soobin Cho**, Robert Wolfe, Jishnu Hari Nair, and Alexis Hiniker. 2024. Privacy as Social Norm: Systematically Empowering Teen Privacy Management on Social Media. **CSCW'25**. (In Press). https://arxiv.org/html/2410.16137v2

[f.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. "I Want to Reveal, but I Also Want to Hide" Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms. *Proc. ACM Hum.-Comput. Interact*, 7, **CSCW**2, Article 300 (October 2023), 27 pages. https://doi.org/10.1145/3610091

PEER-REVIEWED CONFERENCE PROCEEDINGS (SHORT PAPERS)

[s.6] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. "Hide Your Video, Show Your Action!" Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Computer Supported Cooperative Work and Social Computing (**CSCW'22 Companion**), November 08–22, 2022, Virtual Event, Taiwan*. ACM, New York, NY, USA, 5 pages. https://doi.org/10.1145/3500868.3559451

[s.5] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. "Knock Knock, Here Is an Answer from Next Door": Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (**CSCW '21 Companion**), October 23–27, 2021, Virtual Event, USA*. ACM, New York, NY, USA, 5 pages. https://doi.org/10.1145/3462204.3481738

[s.4] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. "Can Smart Speaker Be the 'SimSimi' for Single Households?": Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (**HCIK 2021**)*. The HCI Society of Korea, 6 pages.

[s.3] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. 'Naver Knowledge-iN' in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (**HCIK 2021**)*. The HCI Society of Korea, 6 pages.

[s.2] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (**CSCW '20 Companion**)*. Association for Computing Machinery, New York, NY, USA, 239–243. https://doi.org/10.1145/3406865.3418308

[s.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (**HCIK 2020**)*. The HCI Society of Korea, 4 pages.

## WORK EXPERIENCE

**Soft Berry Inc.**  Seoul, South Korea
*UX Researcher, Product Team*  Mar 2022 - Aug 2023
*Korean Series A startup ($8M+ funding), operates Korea's leading EV charging station app*
- Led and conducted all research processes as the first and sole UX researcher.
- Collaborated closely with the CEO, COO, and product managers to set strategic research
goals and objectives.
- Collaborated with product managers to translate findings into product principles and
actionable guidelines.
- Collaborated with designers and engineers to apply insights within the app.
- Conducted comprehensive market research and competitive analysis.
- Conducted quantitative app behavior analysis to examine user types, feature usage patterns,
and correlations both within and between them.
- Conducted interviews, contextual inquiries, surveys, and workshops for user insights and
future direction.
- Communicated findings across the organization through presentations and reports.

**Weber Shandwick**  Seoul, South Korea
*Junior Associate, Consumer Marketing Team*  Sep 2017 - Oct 2018
- Planned, conducted, and evaluated digital and print PR campaigns.

## TEACHING EXPERIENCE

**Qualitative Research Methods**  University of Washington
*Teaching Assistant*  2024 Fall
Currently assisting graduate students in conducting qualitative research, led a guest lecture.

**Foundations of Human Centered Design and Engineering**  University of Washington
*Teaching Assistant*  2024 Spring
Assisted foundation course for HCDE undergraduate students.

**Creative Fusion Seminar**  Seoul National University
*Teaching Assistant*  2020 Fall
Assisted undergraduate students in conducting user research and designing prototype.

**Information Technology Practice**  Seoul National University
*Teaching Assistant*  2020 Spring
Assisted undergraduate students in conducting user research and designing prototype.

## HONORS AND SCHOLARSHIPS

**Brain Korea 21 Four Scholarship**  2020 Fall, 2021 Spring
**Brain Korea 21 Plus Scholarship**  2019 Fall, 2020 Spring
**Ewha Womans University Honors Scholarship**  2013 Fall, 2014 Fall, 2015 Fall, 2017 Spring
**Ewha Womans University Dean's List**  2013 Spring, 2014 Spring, 2014 Fall, 2016 Fall, 2017 Spring

## INVITED TALKS

**HCI Korea 2020 Tutorial Presentation**  Aug 2020
Making 'Cool' Voice Service

## REVIEW SERVICE

CHI (2025), CSCW (2023, 2024), CHI Late-Breaking Work (2022, 2024)

## Skills

**Research Methods (tools)**: Field study, case study, co-creation workshop, in-depth interview, focus group interview, contextual inquiry, survey (Google Forms, Qualtrics)

**Prototyping & Usability Testing (tools)**: Prototyping (HTML, CSS, Figma, Google Dialogflow, Teachable Machine), usability testing (Maze)

**Data Analysis (tools)**: Thematic analysis (Miro), content analysis (ATLAS.ti, Optimal Workshop), user behavior analysis (Amplitude, Google Analytics), data processing (Python, SQL), statistical analysis (Python, R, JASP)